



Natural Resources Conservation Service
One Credit Union Place, Suite 340
Harrisburg, PA 17110-2993

October 3, 2007

PENNSYLVANIA BULLETIN NO. PA 260-8-1

SUBJECT: INF – Employee Vignettes for “Conservation...Our Purpose, Our Passion” Campaign

Purpose. To provide guidance for submitting Employee Vignettes for the “Conservation...Our Purpose, Our Passion” national campaign.

Due Date. October 24, 2007

Expiration Date. September 30, 2008.

Background. NRCS recently launched a national communications campaign called “Conservation...Our Purpose, Our Passion.” The purpose of the campaign is to showcase NRCS and the important work that we do. As part of this campaign, our national office is requesting employee vignettes from each state. The vignettes should be a brief narrative that describes an outstanding NRCS activity the employee provided leadership for or participated in, expressing the employee’s pride and passion.

Action. Submit employee vignettes to Molly McDonough by October 24, 2007. Vignettes should be no longer than a half page in length. When developing the narrative, consider using questions such as “What was the most exciting thing you did this month to help people help the land?” or “What have you done in the past year for NRCS that you feel proudest of?” In addition, please submit an action shot of the employee on the job.

/s/ Craig R. Derickson

CRAIG R. DERICKSON
State Conservationist

DIST: AO

